

Tuckett's Iowa Cigars, Box of 25 for 1.19

—Mild, excellent quality smokes. Panatela shape. Each one wrapped in cellophane. Regular 3 for 25c. Box of 25 for 1.19.

Pipe, Tobacco Pouch and Lighter for \$1

—Excellent value. \$1.00 value. Volcanic design. nicotina preventer tube—fine array of shapes. Complete with tobacco pouch and lighter. \$1.00.

Main Floor, HBC

Irish Linen Handkerchiefs 5 for 50c

—Women's beautiful, fine pure Irish Linen Handkerchiefs suitable for personal use and ideal for gift giving. Hand embroidered in a dainty lot of patterns. Colors or white. Shop early for this bargain.

Costume Jewelry at \$1 Ordinarily 1.50 and 1.95

—New costume jewelry just received for Gold Seal Feature at \$1. Choose from Ear-rings, Bracelets, Chokers and Necklaces. Every piece up-to-the-minute in style and quality.

Main Floor, HBC

New Shipment of 350 Winter Hats

Including Many Values to 6.95

—Our millinery buyer in Eastern Canada purchased and expressed these to us at an outstanding price for Gold Seal Day. One of the best values we have ever offered. Materials include Velvet, Felt, many being fur felts. Small, medium and many large headizes. The styles include: Brims, Tricorns, Double Brims and all the season's popular styles. The colors are Black, Navy, Grey, Wine, Green and Brown. The trims: Coque, Wings, Pheasant feathers, Chenille, Stitch and Velvet. Shop early for first choice.

Second Floor, HBC

Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Other Branches at Winnipeg, Toronto, Saskatoon, Calgary, Nelson, Vernon, Kamloops, Vancouver and Victoria.

GOLD SEAL DAY

Folk Out of Town

—Mail orders will be filled on any advertised items as long as quantity lasts. Make use of HBC store conveniences while in the city.

—Cafeteria, Rest Room, Post Office, Check Room and Transfer Desk at your disposal.



Save on Merchandise of Quality!

—New merchandise of HBC quality, specially purchased and priced greatly below value is featured for Gold Seal Day, offer your seasonable merchandise at the lowest prices in years.

Gold Seal Candy Specials!

Lowney's Marshmallow Cherries
1 lb. Box 59c
—Marshmallow cherries coated with delicious chocolate. Packed in an attractive gift box. 1 lb. size. Gold Seal Special box, 59c.
—Chocolate Bars 2 for 5c
—Brilliant Mixed Candies, 1 lb. 15c
Main Floor, HBC

BARGAIN COUNTER

114 Hot Water Bottles

—Fresh new stock, assorted sizes. Clean-up of manufacturer's stock enables us to sell them at 49c

600 Cakes Buttermilk Soap

—Pure white free lathering soap, manufactured by Palmolive. While it lasts 12 Cakes 49c

3000 Rolls Toilet Tissue

—An introductory offer. This is a pure white soft crested paper, 8 oz. rolls. Under HBC special label 6 Rolls 49c

—Bargain Counter located in the Jasper Ave. Annex, Main Floor.

Just Received and Shown for the First Time!

One Hundred Lovely New Silk Dresses

For Juniors, Misses and Women For Business, Afternoon and Evening. Made to Sell from 17.95 to \$25

—LACE and GEORGETTE DRESSES, ALL LACE JACKET DRESSES, SATIN EVENING DRESSES, GEORGETTE EVENING DRESSES, SILK CANTONS and SILK FAILLES, in afternoon and 5 o'clock types.

—Popular new colors and sizes for Juniors, Misses and Women. Made to sell from 17.95 to \$25. Gold Seal Feature in the Ready to Wear Dept. at 12.95. —We advise Early Selection.

12.95

Second Floor, HBC

Broken Lines Fine Silks HALF PRICE

—Included in this lot one will find—French Moire Cut Velvets, Fine Chiffons, Flat Crepes, a number of Silk Prints, Jap Silks, etc. Usually priced at yard 98c to 7.95. To clear Gold Seal Day at yard 49c to 3.95.

Clearance of Woolens

—A Gold Seal opportunity! Woolens taken from regular stock and sharply reduced from 1-1/2 to 1/2 and even less.

—20 yards, 54" Tan Chinchilla. Ordinarily 1.95 yard. Heavy quality. Ordinarily 1.95 yard.

—15 yards, Navy Fox Serge, 54 inch width. Heavy quality. Ordinarily 1.95 yard.

—35 yards, Fine French Crepe, 38 inch. Ordinarily 1.95 yard.

—24 yards, Crepe Manyara, 36 inches wide. Ordinarily 1.50 yard.

—57 yards, 36" French Printed Chalis. Ordinarily 1.25 yard.

—Gold Seal Day, yard, 89c Jasper Ave., HBC

89c

Yard

360 Pairs Full-Fashioned Silk Hose Regular 1.50 and 1.95 quality.

—Women's pure thread silk hose in a beautiful fine quality. Chiffon silk to the top or semi-silk to the heel. Every pair perfect. A big range of colors from which to choose. Sizes 8 1/2 to 10. An exceptional buy at \$1.

Main Floor, HBC

News From Toytown Great News for the Kiddies Santa Claus Is Giving

A Party!

—Isn't Santa an old dear. He is going to give some parties in the HBC Cafeteria, starting Tuesday from 4.45 to 5.30, p.m.

—Cut out party coupon, get mother or dad, big sister or brother to bring it to HBC Toytown, and they will be given an invitation for you to come to Santa's party. THERE WILL BE NO CHARGE.

—Oh, yes, we had almost forgotten, he has a great big Eskimo pie for all his little friends who come to the party.



Santa Claus Party Coupon

Bring this Coupon to HBC Toytown and we will exchange it for a ticket to Santa's party.

There Will Be No Charge

Women's Sample Overshoes Small Sizes

—100 pairs of women's sample overshoes, sizes 3, 3 1/2 and 4 only. Nearly every type of overshoe represented in this offer. Regular value 1.98 to 3.95. Gold Seal Special at \$1

Misses' and Children's Overshoes

—A clearance of 150 pairs of misses' and children's better grade overshoes. Black and brown and leather mixture jersey cloth. Two buckle, one dress fastener style with collar turned down. Sizes 6 to 13 in misses. Values 1.95 to 2.25. Extra special pair 1.39

Second Floor, HBC



New Fancy Colored Stemware, 15c

—All the wanted pieces and newest shapes. Plain top with pretty rose stems. Included are: Goblets, Low Sherbets, Wine Glasses, Cocktail Glasses, Footed Water Tumblers and Footed Fruit Cocktails. All at one price of 15c.

Jasper Ave., HBC

French Limoges China Dinnerware, 97 Pieces, 18.95

—10 only French Limoges China Dinnerware. Choice of two pretty floral decorations. Neat shaped pieces, white body nicely glazed. Gold traced edges and gold handles. A complete composition for 12 persons, 97 pieces, regular \$25, for 18.95.

Jasper Ave., HBC



1800 Pairs Men's Sox 50c

—Just received and shown for the first time Friday, 1800 pairs men's silk and wool sock that are so comfortable and good wearing. Hostlers' make. Perfect goods finished with applied heels and toes for long service. New patterns and wanted colors. Buy a supply of these socks at this special pricing for practical Christmas gifts and personal use. Sizes 10 to 11 1/2. Gold Seal Day, pair 50c. Main Floor, HBC

300 Boys' All Wool Jerseys, 2.50

—This value specially priced for rush selling Friday. V-neck style, knitted from all wool yarns. A host of fancy patterns. Extra care in finishing these jerseys ensures extra comfort and longer wear. All sizes 6 to 16 years Extra value at 2.50.

Small Boys' Overcoats Sizes 6 to 9 years 6.95

—New little Uster style overcoats for smaller boys, ages 6 to 9 years. Made of heavy quality navy chin-chilla, also fancy mixed tweeds in grey and brown colorings. Fashioned with full collars, half belt and full lined lined for warmth and comfort. Buy Friday Gold Seal Day and save considerably on that new overcoat for sonny.

Main Floor, HBC

Gold Seal Specials in the Grocery!

ONE HOUR SPECIAL!
9:30 to 10:30
—500 bottles only
Mildon's Sauce.
Each 5c

Gold Seal Special!
Pineapple—Delmonte Canned,
2 1/2 or 4 lb. tins
only 25c

Wine's Custard
Powder, Per pint
only 15c

Ontario Honey,
2 1/2 lbs.
only 29c

Se.
only 49c

—Pure Lard—Smith's, Butter
or Gutter's
Per 2 lb. tin, 39c

5 lbs.
only 63c

10 lbs.
only 1.21

P. and G. White Peas
Soup, 18 cans
only \$1

Ripper Snacks,
3 lbs.
only 25c

Heinz Tomato Ket-
chup, Large bottle,
only 21c

Gold's Crumbly Corn,
2 1/2 lbs.
only 35c

—HBC Red Label Tea,
Special per lb. 45c,
or 2 lbs. 85c

HBC Fresh Ground
Coffee,
Special blend, per lb.
45c or 3 lbs.
Household Blend Coffee,
special 3 lbs. 85c

Yellow Corn Meal,
10 lbs. sack 35c

HBC Seal of Quality Vine-
Special, per sack,
24 lbs. 60c

49 lbs. 1.15

56 lbs. 2.25

Anchovy Jelly Powder—
HBC at
2 1/2 lbs. 25c

Clark's Pork and Beans,
20 equal, Special 2 tin 23c

Campe's Tomato Soup
2 lbs. 25c

CANNED VEGETABLE
SPECIAL

Pras at
3 lbs. 31c

Corn at
3 lbs. 31c

Tomatoes, 2 1/2 lbs.
3 lbs. 31c

Choir Shells
Almonds, per lb. 35c

Supreme Minicream, 4c
per tin 51c

Fresh Fruits and Vegetables

Sweetened Orange,
2 lbs. 20c

2 lbs. 20c

Florida Grapefruit—
2 lbs. 20c

80c 2 for 21c

Jolly Lemon, 20c,
per dozen 21c

Wagner Apples—Fancy,
per dozen 21c

Spry—H.C. fancy, per case 2.10

H.C. Sweets—Fancy, case 1.95

Jonathan, household pack,
per crate 1.15

Choice Prunes,
2 lbs. 31c

Choice Cooking Figs,
3 lbs. 31c

Scorched Raisins,
2 lbs. 32c

Sultanas, bleached,
Special, per lb. 20c

Choice Raisins,
Cassia, 2 lbs. 31c

Empress Pure Jam, 4c—60c
per tin 63c

Gooseberry, Peach, Logberry,
Special, per tin 61c

Empress Orange Marmalade—4c
per tin 47c

Curried Beef, 1 lb. per tin
10c or 2 for 27c

R. C. or Alberta Granulated
Sugar, special, each 58c

50 lbs. 1.12

Spice—mustard pack,
per crate 1.15

Wagons, 6 lbs. 55c

Good Sound Winter Cabbage,
10 lbs. 15c

B.C. Onion—Special,
25 lbs. sack 55c

Carrots and Turnips—
10 lbs. 15c

Local Parsnips, 6 lbs. 55c

Choice Head Lettuce—
Each 15c

B.C. Celery at 2 lbs. 21c

Good Sound Potatoes,
per sack 25c

CREAMERY BUTTER
SPECIAL
HBC Seal of Quality
Butter, 2 lbs. 51c
Willowgrove, special, 49c

Gold Soap,
2 lbs. 25c

Oxydized and Chipm,
Special, 2 lbs. 37c

SAN—Plain or Iodized,
2 cartons 25c

Fresh Meats

Lois Lamb Chops,
2 lbs. 31c

Choice Shoulder Pork,
Per lb. 10c

Choice Cottage Hops,
Per lb. 18c

Veal Chops,
2 lbs. 35c

Finnish Mutton,
Per lb. 18c

Veal or Lamb Liver,
Per lb. 10c

Carillon Cream Cheese,
2 1/2 lbs. 27c

Gold Seal Bargains
in Provisions
NO FRIGIDITY
ONLY

Loin Pork Chops,
2 lbs. 25c

Harley's Barley, 2 lbs.
Special, 27c

Burn's Biscuits,
2 lbs. 29c

Mixed Meat,
2 lbs. 29c

1 1/2 lbs. per pack,
cellophane wrapped 8c

—Meat Counter

Italian Bridge Sets

1.95

—Beautifully embroidered in
self colors and pastel shades.
Made of fine quality oyster,
cream linen. Size of cloth 36 by
36 inches and 4 napkins to
match. The set 1.95.

Jasper Ave., HBC



Madeira Pillow Cases, 1.95

—Very handsomely finished with cutwork and embroidery. Neatly finished. Boxed for gift giving. Gold Seal Day, pair 1.95.

Jasper Ave., HBC

Boxed Manicure Sets, 95c

—A truly exceptional value! 6 pieces, in the ever-popular black trimmed, pearl and amber sets. Shown in a dainty plush lined box with mirror inside lid. Sets sold in the usual value at 1.50. Gold Seal feature special at 95c.

Main Floor, HBC

Sale of Candles, Half Price. Formerly 25c Pair—Cold Seal Day 4 for 25c

—195 pairs only of 12-inch Monolith Candles. Very attractive candles that are slightly tapered. Shades of Red, Old Rose, White, Blue, Shell Pink, Green, Lavender and Light Blue. A limited number of each color. Shop early for best selection.

Main Floor, HBC

Social and Personal

Y.W.C.A. Planning Christmas For Girls Away From Home

Various Departments Busy With Activities to Help Many

Mrs. D. S. MacKenzie, Mrs. M. C. McArthur, Mrs. Percy Bailey, Mrs. Jack Miller, Mrs. P. G. Foster, Mrs. T. C. Bellamy, Mrs. James Adams, Mrs. A. C. Farrell, Mrs. Clifford Galt, Mrs. C. H. Galt, Mrs. Thelma Galt, Mrs. G. E. Hahn, Mrs. John Martin, Mrs. I. E. Hahn, Mrs. J. B. Thompson, Mrs. Tom Wells and Mrs. E. P. Wellwood, general secretary, were elected members of the Y.W.C.A. Board for the year 1931.

Mrs. D. S. MacKenzie was elected chairwoman of the Y.W.C.A. Christmas fund-raising campaign. She was elected to her position through an election held at the Y.W.C.A. building on Saturday, Nov. 21. Mrs. MacKenzie was elected to her position through an election held at the Y.W.C.A. building on Saturday, Nov. 21.

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Peter Pan To Be Library Story For Children

The Public Library Story Hour will be held at the usual hour, 2:30 on Friday, the Central Library and 10:30 on Saturday, the Public Library.

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The BERTIE IS BACK

THE ENGLISHMAN'S FUR COLLARS OF THE SEASON HAVE BROUGHT THE COMFORT OF A WINTER COAT. BERTIE IS BACK IN THE MODE. HOW- EVER, IT IS A LITTLE DIFFERENT FROM THE ONE WE SAW LAST YEAR.



BEFORE, DAVIDO FELT IS USED WITH A FEW FEATHERS AT ONE SIDE. THE BERTIE IS BACK IN THE MODE. HOW- EVER, IT IS A LITTLE DIFFERENT FROM THE ONE WE SAW LAST YEAR.

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PHILOSOPHICAL SOCIETY HEARS

DR. H. E. SMITH Lecturing at a public meeting of the Philosophical Society on Wednesday evening in the Medical building at the University. Dr. H. E. Smith gave an address on "The Philosophy of Science."

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Granite Curling Club Opens Season With Bridge Party

Men's and Women's Organizations Hold Joint Fair Wednesday

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Month-End Specials

Daytime Dresses—Variety of styles in Crêpe, Satin and Woolen for sports wear. \$23.75

Evening Dresses—20 Lovely Dresses, individual models. Values to \$87.50. \$35.00

Coats—New Rough Fabric, large collars and cuffs of fur. Regular to \$35.00. \$22.75

Hosiery—Crifton, service and semi-service. First quality only. Regular to \$1.50. 89c

Gloves—Swagler, regular and hutton wrist. Regular to \$3.50. \$1.89

Blouses—Regular to \$2.50 and satin pattern. Regular to \$2.50. \$1.95

Scarves—Crepe de Chine and Novelty Wool. Regular to \$2.50. \$1.59

Handkerchiefs—Fine Linen, hand-embroidered. Regular to \$1.00. 6 for \$1.00

Blanket Robes—Burgundy pattern in glorious shades. \$2.95

Flannel Robes—Candy striped Flannel. Very special. Regular \$5.50. \$5.95

Lingerie—Red and Dance Set in crepe. Regular to \$3.50. \$1.49

50 Dresses—Smart Crepe. Regular to \$3.95. \$3.95

"Lady Mac" Demonstration—Two days remain of Corset Showing with Mrs. MacLagan, "Lady Mac" representative

Thompson & Dymally Limited—The Women's Specialty Shop

SHIPPING AROUND FOR PAINT—If you are struggling to get the paint to do your wall in some of the usual color tone, an excellent idea is to go around in drapery or other silk department and get the exact shade you want.

THISTLE—The season will open Friday with the presentation of the Thistle. Following are the draws: Mrs. Wright vs. Mrs. Leitch, Mrs. Walker vs. Mrs. Barron, Mrs. Taylor vs. Mrs. Mowbray, Mrs. Kelly vs. Mrs. Campbell.

De Forest-Crosley New General Electric Battery Radio—The Harmony

Two Wonderful Battery Models for Rural Residents—Philips battery sets come in Baby Grand and Highway cabinet shown above. They are 7 tube sets with a new B.C. Pentode Power Tube. For the first time on a battery set, a permanent magnet full dynamic speaker is used. This in combination with the Pentode Tube gives greatly increased volume and clarity of tone. The performance is equal to most power sets.

French and English Greeting Cards For Christmas and New Year 50c and \$1.00 Per Doz. Come in and See Our assortment of CHRISTMAS GIFTS at Prices to meet every price.

La Parisienne 1094 JASPER AVE. EDMONTON REGISTERED DRUGGISTS PHONE 26374

YOUR LAST CHANCE—Friday and Saturday Final Days

Sacred Sale of New

Absolutely Guaranteed Luxurious Coats Selling at FACTORY COST

FOR MFG., CO.

Phone 26512 19455 Jasper Ave.

McDERMID STUDIO'S LTD.

McDERMID STUDIO'S LTD.

McDERMID STUDIO'S LTD.

McDERMID STUDIO'S LTD.

McDERMID STUDIO'S LTD.

SOCIAL AND PERSONAL

BUCKINGHAM PALACE, Nov. 26

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Wedding Bells

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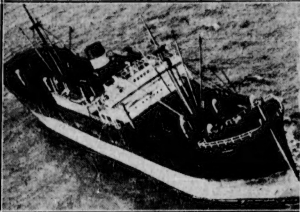
Spills were not unusual in the Warfield Steeplechase at Hawthorne Hill. Here is Hamer tumbling off Harpooner.



Although it nearly broke his heart to do it, ten-year-old Jimmie Yorio put up his dog Chickie at auction to help New York's unemployed. Two contributors each gave \$50 and let Jimmie keep his pet. Grover Whalen (LEFT), former police commissioner, was auctioneer.



It's a \$10 fine in Argentina if you don't vote so floods didn't stop these Buenos Aires electors.



The American steamer Hybert went aground on the Goodwin Sands off the English coast and presented this picture from the air.



Peggy Butler, British woman champion, beat the world's champion, Fraulein Helene Mayer, Germany, in the final of the international fencing contest at London and won this cup.



John Bryan, grandson of William Jennings Bryan, the noted American statesman and orator, is shown making up for his stage appearance as a member of the Chicago Civic Shakespeare Society.



Capt. Harry G. Montgomery and Lieut. Harry G. Montgomery, Jr., U. S. air corps, are the only father and son combination among the regular officers of the corps.



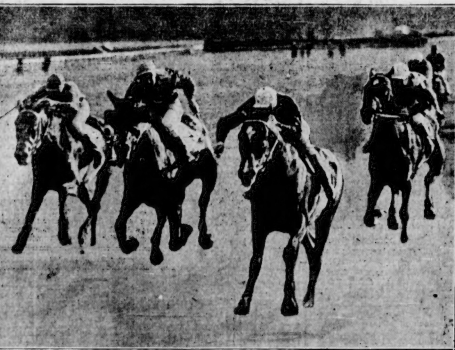
Maude Irving Tait, who neared the world's air speed record for women at Detroit, recently has become the bride of James P. Moriarty, New York attorney.



Here is part of an orange grove at Baden, South Africa. The citrus industry here has also developed a big export trade in that the winter season—when South African oranges are picked—coincides with the northern hemisphere's summer when oranges are in demand.



The new German Focke-Wulf Kiebitz, knockabout light aeroplane with folding wings, was successfully demonstrated at Heston drome, England.



Here is a splendid photo of the finish of the Finale Handicap Plate at Lingfield and what a thrilling finish it was! Cheery Lad was the winner.



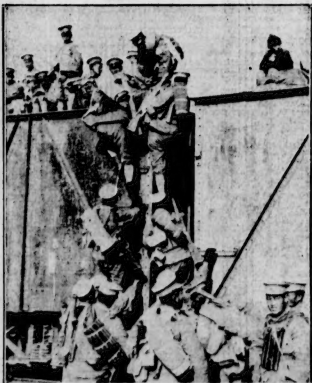
The centenary London Bridge offered opportunity for display of relics of olden time. Capt. Mills shows a visitor one of the instruments used for burning out the eyes of prisoners.



When the talkie era struck the motion picture industry, her accent seriously handicapped Greta Nissen, the Swedish actress, so she joined a Rochester stock company for a year. Back in films, she is once again sitting on top of the world.



Gobs aboard new scout cruiser U.S.S. Chicago in Brooklyn navy yard forgot their girls in every port and whooped it up when Ginger Rogers, motion picture and stage star, started doing a ha-cha sailors' horripour aboard the cruiser. Here's Ginger giving the tars a treat.



Chinese Nationalist troops are seen here climbing to the top of box cars on the Chinese Eastern Railway, following their defeat at the hands of a much smaller Japanese force in recent skirmish.



Sheila MacDonald, daughter of England's premier, is a member of the Oxford University ladies' hockey team.



Bing on your war for Mary Quinn is the new honorary colonel of cadets at the University of California, the first time a co-ed was honored. Watch that sabre!



Here is Admiral Kely, commander of the English China squadron, shaking hands with Admiral Yamaguchi, chief of the Japanese naval general staff, on occasion of former's visit.

Alberta

BROWNLEE NATION-WIDE RADIO APPEAL

**Asks Support for \$150,000-
000 Domestic Loan Now
Being Floated**

Alberta will support the Domestic Loan of \$150,000,000. The loan is the spirit of a people schooled from the beginning of pre-history to face and overcome succeeding economic crises, declared Premier J. E. Brownlee, in speaking over a national broadcast look-up on Wednesday evening in support of the \$150,000,000 domestic loan now being floated by the Dominion Government.

Premier Brownlee was one of the nine provincial premiers who participated in the broadcast, which lasted half-hour. He was seventh on the list, preceded by Premier J. E. Brownlee of British Columbia and succeeded by Premier J. E. Brownlee of Saskatchewan.

"Alberta has confidence in Canada," declared Premier Brownlee at the start of his remarks, "and we are particularly proud of what we have seen of Canada's growth. Happily there are no other provinces in the world whose memory goes back to the days of early settlement in this province. Two generations only have witnessed the development from a few scattered homesteads to a province of great agricultural, industrial and commercial importance."

FAST GROWTH

The frontiers of agricultural production in the province are steadily northward and now more than 500 miles from the international border. The province has not only a portion of our arable land but also a large area of forest land. The province has been proven beyond doubt to be a land of great potentialities for the future. A substantial manufacturing industry has developed and production will become the \$100,000,000 mark.

"To the north, but not contrary to the province, lies the great Mackenzie River. The province has become a great storehouse of resources. The province has been proven beyond doubt to be a land of great potentialities for the future. A substantial manufacturing industry has developed and production will become the \$100,000,000 mark."

COULD WIN

The province has been proven beyond doubt to be a land of great potentialities for the future. A substantial manufacturing industry has developed and production will become the \$100,000,000 mark.

FIXED RATE ON

COSTS SOUGHT

Provincial Government to

Assist in Effort

At the solicitation of Dominion

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Government has agreed to assist in the

effort to raise the money for the

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Saw Today

Dreams Of Riches For City

Man Vanish Into Thin Air

Dr. H. V. Golding's Fortune

Drops From \$886,000

To \$250,000

There only a few months difference

between \$886,000 and \$100,000

and the misplaced commission

made a waste of a difference financially

and Dr. H. V. Golding, Calgary

broker, and that he would "start

immediately for Bermuda, where he

would enjoy his brother's estate

during the winter months.

A check of the statement led to

Dr. Golding acknowledging his good

fortune, but stating that a lawyer

could not give more information

about it. The statement handed to

him by the broker, he said, but the

broker, he said, but the broker

was not maintaining the local

agent.

Two days ago city newspapers

were handed a story to the effect that

Dr. Golding had received \$886,000

of the one million dollar estate of

his brother, and that he would "start

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Alberta National Loan Premier Says

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A.M. RAPS REFUSAL OF RAIL BOARD

Comden Attitude Taken

on Death Crossing Trail

gary-Edmonton Trail

Protesting against the refusal of

the Board of Railway Commissioners

of Canada to have the "checkerboard"

crossing on the Calgary trail, the

board's attitude was the subject of

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